

4-16-1966

# The Daily Egyptian, April 16, 1966

Daily Egyptian Staff

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*"Since I came to Viet Nam last September, I have been greatly relieved about at least one thing: before, I had lost most of my faith in the ability of the Americans, particularly young ones, to undergo hardships and self-sacrifice. I have no more doubts. Our nation still produces the same tough, courageous breed that it always has."*

--ROBERT V. POOS

**Robert V. Poos . . .**

## ***Journalism Alumnus of the Year***



AP Photo

AP CORRESPONDENT ROBERT POOS

. . . cites courage of U.S. troops in Viet Nam



AP Photo

DEATH IS NOT A STRANGER TO YOUNG AMERICANS IN VIET NAM

. . . heavy-hearted and exhausted, U.S. soldiers carry body of dead friend

This year's outstanding journalism alumnus award was presented in absentia Friday night to Associated Press correspondent Robert V. Poos, who graduated from SIU in 1955 and who currently is in South Viet Nam writing about the actions and hardships of U.S. troops.

He also is proficient with a camera. Typical of his photography is the picture at left, in which he captured the weary seriousness of young U.S. soldiers carrying the poncho-wrapped body of a dead friend.

Poos is remembered here by the Department of Journalism as a friendly, easy-going but "tough as nails" veteran of the Korean conflict who buckled down to his studies and emerged a hard-nosed journalist.

His award was accepted Friday by William J. Dill, also an SIU alumnus and AP's assistant bureau chief in Chicago. Poos' own first hand account of the life of a Viet Nam war correspondent can be found on Page 3.

## Journalism Awards

## Editors, Historian Honored

Four Honored  
As Master Editors

Four newspaper editors were honored Friday night for their contributions to community journalism, and were named to the Department of Journalism's Hall of Fame.

Honored as "Master Editors" were:

Don B. Pauschert, editor emeritus, Pana (Ill.) News.

W. Henson Purcell, managing editor, The Daily American, West Frankfort, Ill.

Bryant B. Voris, the late editor-publisher, Waterloo (Ill.) Republican.

Charles Blanton Jr., editor-publisher, Sikeston (Mo.) Standard.

A biographical sketch of each of the editors follows:

## DON B. PAUSCHERT

Don B. Pauschert retired as chief of policy and operation of Pana News Inc. in 1963, after serving as editor for almost 20 years.

An active member of his community, Pauschert had also served as president of both the Illinois Press Association, in 1955, and the Southern Illinois Editorial Association, in 1938. He was a member of the IPA's legislative committee for 20 years.

Pauschert is also a member of the Southern Illinois professional chapter of Sigma Delta Chi, professional journalistic society.

## W. HENSON PURCELL

W. Henson Purcell has been with The Daily American in West Frankfort since 1916, when, as a mechanical department employee, he helped launch the first issue of that paper.

He achieved fame in 1941 when his article, "Father's Farewell to His Soldier Son," was widely reprinted in newspapers and magazines, and in pamphlet form in several languages.

Headline stories he has covered in Southern Illinois include Birger-Shelton gang war, the Ku Klux Klan, the jurisdictional battles between the United Mine Workers and the Progressive Mine Workers in the coal fields of the area, and two West Frankfort tragedies: the 1925 tornado and the 1961 "Black Christmas" mine disaster.

Purcell is a lifetime member of the National Headliners Club and is a member of the SIU chapter of Alpha Delta Sigma, national professional advertising fraternity.

## BRYANT B. VORIS

The late Bryant B. Voris served as editor-publisher of the Waterloo Republican for almost 40 years. The paper, founded by his father, H.C. Voris, is now run by his son, Robert.

Voris was president of both the Illinois Press Association and the Southern Illinois Editorial Association. He also served on various regional, state and national editorial association committees.

## CHARLES BLANTON JR.

Charles Blanton Jr. has served as editor-publisher of the Sikeston (Mo.) Standard, a daily newspaper, since 1948. Prior to that he was advertising and business manager.

Once named Sikeston's "Man of the Year," Blanton is also the recipient of the Southeast Missouri Press Association Award for 40 years of distinguished newspaper service.

He was chairman and vice president of the Missouri Press Association, and is past president of the Missouri, Illinois and Kentucky Advertising Club.

Historian Named  
'Headliner of 1966'

Stick a pin in any square inch of the map of Southern Illinois, and John W. Allen can tell you a story about the town, village or wide place in the road you may have touched. His written works on the facts and legend of the area, combined with his homespun philosophy, have brought him wide recognition.

Friday night he was recognized again. This time he was named Headliner of 1966 by the Southern Illinois Editorial Association. The award was made at the annual Journalism Week banquet at SIU.

One of the reasons is his feature stories, more than 600 of them, which have been published in scores of area newspapers in the last dozen years. A constant stream of historical and folklore booklets, newspaper and magazine articles has flowed from Allen's typewriter.

Allen, 78, spent nearly 20 years as a teacher, principal and superintendent in Southern Illinois schools, and for 16 years was a staff member of Southern Illinois University as curator of history for the SIU museum.

He received the University's Distinguished Service Award in 1964, the same year he was awarded an honorary doctor of laws degree by McKendree College.

Allen sees history as peopled with human beings—working, playing, dreaming and doing. His latest book, "Legends and Lore of Southern Illinois," now in its third printing, is a humanistic history of the region.

He has served a president of the Illinois Historical Society, which named him Historian of the Year in 1961. He received a similar honor from the Southern Illinois Historical Society in 1955. He was director of the Early American Industries Association for 20 years and has been a speaker before the National Folklore Society. He also has collected folklore for the Library of Congress.

A native of Hamilton County, Illinois, Allen began his teaching career after finishing the eighth grade in the Hardscrabble rural school. He attended SIU at various times from 1908 to 1922. He served with the Marines in World War I and while in Europe attended London University, listened to Rudyard Kipling read poetry and squeezed into the House of Commons to hear the then Prime Minister Lloyd George announce peace.



DON B. PAUSCHERT



W. HENSON PURCELL



BRYANT B. VORIS



CHARLES BLANTON JR.



JOHN W. ALLEN

## Illinois, Missouri Editors

## Join Journalism Department

## At Annual Awards Banquet

Journalism  
Hall of Fame

## MASTER EDITORS

1964

Bess Brown (Mrs. John) Fisher,  
Cairo Evening Citizen

Verne Joy,

Centralia Sentinel

James O. Monroe Sr.,  
Collinsville Herald

Howe V. Morgan,  
Sparta News-Plaindealer

W. L. Schmitt,  
Macoupin County Herald

Curtis G. Small,  
Harrisburg Daily Register

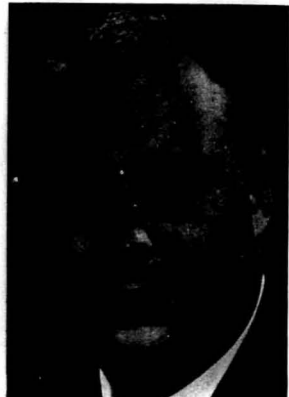
1965

Oldham Paisley,

Marion Daily Republican

C.E. Townsend,

Granite City Press-Record



PRESS PRESIDENTS — Robert H. Voris (left), editor of the Waterloo (Ill.) Republican, and Charles L. Blanton III, vice president and business manager of the Sikeston (Mo.) Standard are the current presidents of the Southern Illinois Editorial Association and the Southeast Missouri Press Association, which met on campus this past week in conjunction with SIU's annual Journalism Week.

# 'I Witnessed More Heroism in Those 24 Hours Than I Had in the Rest of My Life.'

Da Nang, Viet Nam

Dear Friends,

I'm afraid that my personal experiences aren't of too much interest to anyone other than myself and my wife and that is a pretty limited field.

The experiences that really are worthwhile are those of the soldiers, sailors and airmen who are doing the work over here. I might say that they are the bravest men it has ever been my privilege to know and it is a great joy to report their activities.

Although I hate to admit it, I firmly believe they are better troopers than those of my era in the Korean War and I have heard this echoed by some of the sergeants and officers who were around at that time and in World War II.

These young men will be looking for no parades or heroic welcomes when they come home. They'll simply go back to work or to college, and although they'll have a great big, but still exclusive, club I doubt that they'll bother many people with tales of their exploits.

To them it's just been a job to do, a dirty, rotten nasty job often, but one that they figured they'd do well. For some of them it was the last job on earth.

As far as correspondents are concerned I can dismiss most of them with this: There are roughly 350 correspondents in Viet Nam and some time back a couple of us were sleeping out in the mud and decided to pass the time away by naming those who really went out to cover the war. We came out with 26, and that's about it.

Another group that should not be forgotten is the Vietnamese nationals who work as cameramen for the television networks and wire services. There are many real pros among them.

Frankly I hate to dwell much on my own personal experiences as I don't think that I'm really qualified to be much of a pundit on this war.

I got here in early September and after I'd been here about a week one of my fellow correspondents

*'We are simply trying to save our own hides, and the hides of many others . . . from a political system that goes against the grain of men of free will.'*

inquired if I'd like to go out and, in his best Germanic style, said "You don't be scared, huh, unless you see lots of guys falling down when you jump off the helicopter. If you're really lucky, maybe you get ambushed!"

On that first mission we didn't get ambushed, but we did find a large cache of Viet Cong field radios which they were reluctant to yield without a fight. So they started shooting at us. The men I was with, a company of the 173rd Airborne, simply yelled, charged and chased them away.

Since then I've been out with almost every American outfit in Viet Nam and several ARVN (Army of Viet Nam) units. Sometimes the trips were just long, hot walks in the woods, rice paddies and mountains and sometimes they were a bit hairy. You get used to both situations.

The biggest thing I've been in-



ROBERT POOS RELAXES WITH TROOPS IN VIET NAM

AP Photo

*'These young men will be looking for no parades or heroic welcomes when they come home.'*

involved in was the recent battle of An Thi. The company I was with fought for more than 24 hours against an enemy that was on three sides of us and undoubtedly in superior force. The men of this unit, the 2nd Battalion of the 7th Cavalry, not only did not yield an inch, they wound up blasting the North Vietnamese and main force Viet Cong out of their positions.

I witnessed more heroism in those 24 hours than I had in the rest of my life. I might say that the other side also displayed great skill and courage in that fight, as is their habit over here.

This last thought brings me to the question of our moral question in being over here. I am fully convinced that we should be doing what we are, and that we must continue to do it. The simple fact is that the United States is bearing the burden of protecting the rest of the free world from Communism that is directed from China.

I don't think it is wise to maintain that our sole interest is in establishing a democracy in Viet Nam. We are simply trying to save our own hides, and the hides of many others, including countless Asians, from a political system that goes against the grain of men of free will.

Well, that's about enough philosophy. Possibly you'd be interested in some suggestions for any student that feels he might like to be-

come a war, or foreign, correspondent.

My first suggestion would be to forget it. The number of persons who are physically and mentally endowed to cover a war are limited. I've seen a few of them who thought they were but failed.

One should be at once prepared to put up with dysentery, fear, boredom and physical discomfort of all sorts.

Physical toughness is important, but I'd say that in the final analysis mental toughness is even more important.

It is not enough to witness blood, death and all the other horror of it without being shaken. You must be able to endure the danger and discomfort without losing your perspective and ability to analyze the situation and write about it just as does a police or political reporter.

However I don't want to dwell too much on this danger business. There is some, probably a little more than driving on the Los Angeles freeway.

We have about 15 active newsmen here in the AP counting westerners and Vietnamese cameramen and have suffered two killed and two wounded since I've been here. That's more than the other news agencies or media, but it's because we go out more than the rest of them.

All in all, I feel that it's a great privilege to be here. This is where the greatest story in the world is taking place right now, and I feel fortunate that I can cover it.

Sincerely,

Bob Poos

*'It's just been a job to do, a dirty, rotten, nasty job. . . .*

*For some of them it was the last job on earth.'*



# My Career With the Dailies

By D. G. Schumacher

Probably more than my finding a career with daily newspapers, they found me.

It certainly seemed, four or five years ago, that my future in newspapering was to be in the weekly, or more broadly speaking, the community field. My background was in community. My father has been in a twice-weekly operation for more than 30 years.

I started journalism training in college with the idea of entering the community field. Furthermore, after working a year and a half in the large bureau of a wire service, I did master's degree work with the idea of perhaps becoming a weekly newspaperman.

But when I first entered the profession after receiving my bachelor's degree, and again after receiving my master's, I took jobs in the daily field. I really had no choice.

My part-time work during undergraduate years was nearly all with dailies. Summer jobs available to college journalism students mostly seem to be with dailies, many of which actively seek our summer interns or vacation replacements.

Thus when I had the opportunity to work full-time for the AP after graduation, I felt I could not pass it up. I have come to feel that there is less opportunity in the weekly field; that there are even fewer decent paying starting jobs there than in dailies of, say, 20,000 circulation.

One is often told the ultimate financial rewards of newspapering are greater in the weekly field if — and it's a big if — he can work himself into ownership in one form or another.

But how many ownership opportunities for a young man are really available? Fewer, I submit, than there are young men willing to take them. Or perhaps if they are available, they are lights hidden under baskets.

While working on my M.S.J. degree, I made an effort to get into the weeklies.

But I was not actually contacted for any position in weekly newspapering outside of the suburban community field. By contrast, I was recruited, or invited, back to the daily newspaper on which I worked as an undergraduate.

Naturally my decisions earlier this year and upon first entering the newspaper game for real were based upon much more than financial opportunities. If that were the sole consideration of very many young men, there would not be as many young journalists as there are. Had that been the over-riding factor in my decisions, it probably wouldn't make any difference to distinguish between a career in the daily or weekly fields.

I think these were other factors in my decision.

I often wonder how many weekly newspaper editors retain much journalistic independence at all.

I fear that too many weekly editors who must assume dual roles in being

newsmen and advertisers are in operations which may simply be too small to stand the strain.

With all the joys of small-town living — and I grew up in one — the fact is that more people are living in bigger cities. There are real joys, too, in cities and suburbs.

The sizes of communities, though, and, for that matter, the difference between weekly and daily newspapers, are really not that important. Daily city editor or weekly manager, most

newspapermen who stay around surely have the same basic feelings about a responsible press.

What does make a difference, it seems to me, is whether one stays with weeklies or finds a career in dailies, is that the dailies do a good deal more to recruit men to their ranks.

The case for some newspapermen is not that they "find" career with the dailies but that the weeklies fail to find them.



D.G. SCHUMACHER: City editor of the Southern Illinoisian in Carbondale.

## Two SIU graduates, now professional journalists,

explore reasons for their newspaper career choices.

# I Stayed With the Weeklies

By Don Hecke

Aside from being appreciative of sex, the most glamorous lady we've ever wooed first appeared to us in the form of a weekly newspaper.

From the beginning we were fascinated, and her study became our collegiate specialty. We found so few young people interested in her that no difficulty was encountered in taking the first vows.

We were not among the new breed that places self above that old patriotic song, journalism, when we considered where to go and what to do upon arrival. Above all, we wanted into the weeklies because they seemed to encompass a future. We wanted to write. Desired was experience in every department, possible only on the weeklies.

While giving no real thought to it, we were aware that a rounded practical experience wouldn't hurt us anywhere. We wanted to earn money, and nobody offered us any more than the weeklies. We had no specific ideas about ownership, except the thought that someday we would want to own a weekly.

Now some years have passed and we have had time to contemplate our early decision and the reasoning behind it.

It is in the writing, as well as advertising and everything else in the weekly, and the freedom that goes with it, that helped bring us to the field and has kept us thus far.

One does not write anything in this personal journalism field without realizing the presence of freedom. We determine our own policy and code of conduct, hand out our own assignments. With editorial levity in our hands, we guide the publication of news. In so doing we realize our freedom must be governed by a personal sense of responsibility.

Challenge comes in the form of community needs, and meeting them is reflected in our continuing to report and interpret. When you live in a community of 5,000 people, you get to know every leader and the controllers behind the scenes. You must deal with them, report, and then deal with them again.

There are all sorts of individual challenges existing in a community, if we can only see them, sift through them in order of priority and feasi-

bility. It has taken time to climb from raw freedom to hard-nosed opportunity. During this mental jaunt we have had many of our early dreams shattered.

We have not found many newspapers with owners who comprehend what freedom and responsibility are. Or if they do, they have no time for it. A newspaper is, first of all, a business. This rather limits the area of service for one who believes the editorial hat can and should be the key dollar gainer in a newspaper.

We have found the weekly field dominated by family operations. But in recent years, the scarcity of non-owner professionals has forced owners to recognize responsibility and dedication in others.

The field that has traditionally served as a training ground for daily aspirants is finally waking up in the employment field.

While many weeklies have overcome starting and intermediate salary niggardiness because they have been forced into it, they still pose a career problem for the man who has served apprenticeship and proven himself.

On the daily and in other communications areas, there is a con-

tinuing ladder that offers challenge and money for any man capable of climbing it. In the weekly field, a non-owner professional starts out in about the same general job he is going to end up in.

Because job classification does not seem to change, the non-owner professional who continues growing in value is rarely afforded the remuneration he would get for equal duties elsewhere.

Owners are yet to discover they are not meeting demands in this category, and that they are losing men they could well have afforded to keep. In the long run, professional salaries will be upgraded for the same reason beginning salaries were upped in the past.

For the man who does find it worthwhile to stay in the weekly field, the days are never dull and tomorrow is gone before he knows it.

The story about being an integral part of the community really means being an integral part of oneself. This requires constant physical presence in the town, with the mind always on the outside, looking in.

While one is never loved or appreciated as in the fictional stories about weeklies, the mind's solitary appraisal of accomplishment is worthwhile.



DON HECKE: Newsman and columnist with the Vandalia Union and Leader.

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# Research: The Common Ground

By James B. Lemert

Two groups of professional communicators have a physician-heal-thyself sort of communication problem.

Mass media professionals are one group. Mass communication researchers are the other.

At first glance it seems likely that media professionals—most of whom are painfully aware of their lack of contact with the mass audiences they serve—would know about research which could help bridge the chasm between them and their audience.

But many are not aware of this research, partly because the second group—the researchers—sometimes appear annoyingly far-out and unintelligible. And partly because it is sometimes easy to forget that the purpose of mass communication is not to produce messages; it is to produce messages which have the desired effect.

A brilliantly documented interpretive news story, for example, is of little use if it is not read or not understood. No matter how many awards it wins.

There are at least two points in the mass communication process where a very great variety of research findings can be applied. The first point is the preparation (e.g., the psychology and sociology of interviewing, writing and editing) of the message. The second point is what happens when the message is sent out: its effect is what the game is all about.

Let me illustrate. Space does not permit much detail, but the illustration may suggest 1) some of the

## of poetry and power

The Daily Egyptian presents here the second in a series of essays by SIU faculty members on the relationship of poetry and power.

reasons for communication problems between the groups and 2) some applications of this research to the media.

In 1957, a psychologist named Leon Festinger proposed a theory of "cognitive dissonance" which has dominated much opinion research until recently. According to Festinger, people were driven to regain their mental equilibrium when two of their ideas were "dissonant." Dissonance occurred when idea "A" implied the opposite of idea "B." To reduce the dissonance, people might change one of the ideas or avoid thinking about them or do a large number of other things.

In part because it is very general and abstract, dissonance theory does not seem terribly relevant to the media. But it is these very qualities which make it relevant. When researchers got excited by the implications of the theory, its relevance to the media became a little more evident in some of their studies.

But—and this is a fundamental difference between the two groups—the main concern of the researchers was to use media (and other) situations to test the adequacy of the theory. In contrast, the media worker's interest would be stimulated to the extent that he saw the relevance to his problems of the media situation used to test the theory.

Researchers feel that putting

theories to a variety of situational tests is, in the long run, the most efficient way to obtain practical and useful information.

Several studies have been done of dissonance's effects upon the efficiency and effectiveness of reporters and editorial writers. It is not unusual for a reporter to have to cover stories whose implications are disagreeable to him, nor is it entirely unknown that an editorial is written by a man who disagrees with the policy governing the editorial. These situations should produce "dissonance." What happens?

Two studies suggest the reporter will take longer to write his news story, make more writing errors and turn out less readable copy when he disagrees with what he is writing. In another study, news story writers who disagreed with an editorial policy leaned over backwards to write news accounts biased in favor of that policy. In contrast, those who agreed with the policy included more of the material which opposed the policy.

Similarly, in another study the most partisan editorials in favor of a policy were written by those who disagreed with it. Interestingly, these writers also reduced their dissonance by "convincing" themselves that the policy was right, after they had written the editorial.

So these studies indicate that both the efficiency and objectivity of the reporter-writer may be affected by his attitudes and by such things as the policy of the newspaper.

They suggest also that when an editor must do a "dissonant" editorial writing job, he will be more partisan and one-sided than might



James B. Lemert is an assistant professor of journalism at SIU. He received his Ph.D. in communications from Michigan State University, where he was a National Science Foundation Fellow.

be desirable. But his partisanship seems to convince him—if no one else.

Whatever its ultimate fate, dissonance theory has even more to say about what happens at the receiver's end of the mass communication process. Here is only one example.

When a person buys a new car, he will tend to read advertising for the car very heavily after the purchase. The purchase produces "dissonance" to the extent that other cars were attractive and thus ads not only may persuade people to buy, they may also help make the purchase "stick."

With somewhat different aims and interests, researchers and media professionals do have mutual communication problems. But there is at least one place where they should get to know each other better—research results.

# Hong Kong: Listening Post of the Free World

By Charles C. Clayton

Recently the New York Times published a dispatch from Hong Kong reporting that Communist China had revised its foreign policy and had reevaluated its position regarding the United States. The press associations carried the story, crediting the New York Times and it was subsequently printed in Hong Kong papers. The average reader might well ask why such a significant news story should originate in Hong Kong rather than in Peking.

The answer is that Hong Kong is the listening post, both for the Free World, and for Red China. The New York Times story, carrying the byline of Seymour Topping, chief Far Eastern correspondent of that newspaper, was based on a careful study of news stories and radio broadcasts originating behind the bamboo curtain, and analysis of those stories by Sino experts in Hong Kong.

Since England maintains diplomatic relations with Peking, it is possible for British newsmen to travel in Red China. The South China Morning Post, for example, has its own correspondents in Peking and Shanghai and regularly publishes their dispatches. Admittedly, however, British newsmen see only what Mao Tse-tung and his Communist regime permit them to see.

To understand how Hong Kong provides a valuable listening post, it is necessary to realize how openly Red China operates in the British Crown Colony. The official news-

paper, The People's Daily, is sold on the newsstands. There are in Hong Kong at least seven newspapers which are subsidized by Red China, or which follow closely the Communist line. They include the Ta Kung Pao, the Wen Wei Pao, the Hong Kong Commercial Daily, the Ching Po Daily, the New Evening Post, the Hong Kong Evening News and the Cheng Wo Pao.

Since there are 55 daily newspapers in Hong Kong, the outright Communist papers and the left wing papers are in the minority. Some of the other dailies remain strictly neutral. Others are frankly pro-Nationalist China. Local Sino experts are convinced that the left wing papers are far more influential than the few subsidized from Peking. They have larger circulations—the biggest claims more than 50,000 a day. They give their readers a liberal coverage of gambling news, the dog and horse racing tips, and pornography. Hence they appeal to basic instincts. Communist propaganda is added without fanfare.

Red China operates openly in Hong Kong. Peking owns and operates at least 40 department stores and specialty shops. In fact, Hong Kong is Red China's biggest customer. In 1965 Red China's exports to Hong Kong totaled HK\$2350 million, including textiles, garments, shoes, iron, and raw materials. Approximately 90 percent of all the food consumed in Hong Kong comes from China. Red China even sells water to the colony.

Peking owns one of the colony's big hotels, the Miramar. Communist propaganda films are shown in a number of theaters. Virtually every Communist store and bank regularly displays news pictures from China. Freighters from Red China make regular calls in Hong Kong.

For the Free World there are other sources of information which provide clues about what is happening behind the bamboo curtain. There are several research agencies in Hong Kong, supported by both private and government funds which devote their attention to obtaining and evaluating all the information available. One such agency, which I visited, employs more than 60 persons, monitors broadcasts from the mainland, and keeps extensive clipping and reference files.

Refugees who reach Hong Kong,

nearly 100,000 re-entry permits were issued by the Hong Kong immigration authorities for persons wishing to visit Red China.

The amahs are interviewed on their return and much of the best information about life on the mainland comes from such sources. It is hardly a secret that Nationalist China has many agents both in Red China and among those who visit.

Some of this information is published in Hong Kong. For example, a bi-monthly periodical, Current Scene, is devoted to articles written by Sino experts and based on interviews and studies of the Communist press.

Admittedly much of this material represents only an educated guess. But it offers evidence based on the best information available. Certainly all this is well known in Peking. No doubt the Chinese in Peking make use of the situation to slip in their own propaganda. There is no doubt in the mind of anyone in Hong Kong that Peking could take over the colony at any time. The only explanation for its continued existence under British rule is that Peking needs Hong Kong as a window on the Free World and a gateway for its products.

It is this sensitivity, as well as the sources of news available that make Hong Kong the major news center of the Far East, far more important than Tokyo, Manila, or any other city in this part of the world. Government officials, businessmen, and tourists from all over Asia sooner or later pass through Hong Kong. Newsmen find it a logical base from which to cover Saigon, Bangkok, or Jakarta. The winds of change that are blowing through all of Asia make Hong Kong increasingly important as one of the world's major news sources.



either across the border in the New Territories, or through Macao 40 miles away, are another source of information. One of the best sources is the Chinese, amah. Most of the amahs in Hong Kong have come from the mainland and have families and friends in Canton and in other parts of China. On special occasions, such as the Chinese New Year, or October 1, which is Red China's national holiday, they return to the mainland. Since they take with them food, clothing, and money, Peking permits them to visit their families. During the recent Chinese New Year,

Charles C. Clayton, professor of journalism at SIU, currently is serving as a visiting professor in Hong Kong. He is establishing a school of journalism and mass communications center at Chinese University.

## Daily Egyptian Book Scene

# Journalism Criticized By Journalists

*Reporting the News*, edited with an introduction by Louis M. Lyons. (Cambridge, Mass.: Harvard University Press, 1965. 443 pp. \$6.50.

Two weaknesses plague most critical analyses, whether of the press, governmental policy or the dogmatism of political extremists. Either they defend blindly or lambast unrelentingly.

Louis M. Lyons falls victim to neither. His collection of 51 of the best of the Nieman Reports articles during the 17-year period of his editorship gives an essentially balanced criticism of the mass media. However, the major focus is on newspapers.

Articles are grouped into subject areas, ranging from the theoretical and philosophical to matters of techniques. Contributors are among the best known critics of journalism — Zechariah Chaffee Jr., James S. Pope, Norman E. Isaacs, Harry S. Ashmore, Mark Ethridge, John Cowles, Edward R. Murrow, Richard L. Neuberger, Clark R. Mollenhoff, Joseph Pulitzer Jr., J. K. Galbraith, A. J. Liebling, Irving Dilliard, Barry Bingham and Richard Strout.

Interestingly enough, most of the best articles are written by men

presidential campaigns... we like to say of news that it is history in a hurry. But is the accent to be, forever, so on the hurry that there is nothing out of Iowa but a sex trial, and nothing out of California but the love affairs of actresses?"

Of special interest to writers are the comments in the headnote to Chapter II. In those five pages, Lyons gives more valuable tips on journalistic writing than do some reporting text authors in several chapters. The comments by Theodore Morrison, Harvard English professor, merit study, too.

Journalists, critics of the press and anyone interested in press problems will benefit from reading this book.

## Chinese Classic Is Social Satire, Great Literature

*Flowers in the Mirror*, by Li Ju-chen, translated by Lin Tai-yl. Berkeley University of California Press, 1965. 310 pp. \$5.00.

It is a real pleasure to review this English translation of Li Ju-chen's *Ching Hua Yuan*, or *Flowers in the Mirror*. As a boy, I recall, I spent many a delightful evening with this book which carried me away with our hero Tang Ao to the distant lands of wonders.

This nineteenth century novel is more than just a fiction. It is a social satire which is meant to reflect like a mirror the problems of the traditional Chinese society. The late Dr. Hu Shih saw the novel as a campaign for woman's equal opportunities, equal education, and equal political rights. Lu Hsun, the celebrated critic, believed that the author introduced many episodes to express his criticism of society.

The author, a drop-out of the unreasonable imperial examinations, chose the medium of fiction to convey a message. In Tang Ao's odyssey, he stopped in the Country of Gentle-

Reviewed by

Joe Huang, Chairman,

Department of Government

Tougaloo College, Mississippi

men where the shopkeepers always charged low price while the customers insisted on paying more. At another leg, he encountered the Two-faced people who judged everybody by his clothes. In the Country of Women where man and woman changed places, Tang's fellow traveler Merchant Lin was picked up by the "King" to be "His Imperial Consort" and had to go through agonizing pains of foot-binding.

It is a great Chinese classic not just because of its social significance but because of its quality as a great piece of literature full of imagination, humor, and warm sentiment. Miss Lin's translation is faithful and she must be commended for giving us a happy addition to a handful of translated Chinese masterpieces.



From McCormick of Chicago

TRUMAN WITH MCCORMICK'S TRIBUNE: The whims of an autocrat

## 'McCormick of Chicago'

# The Colonel Was Out of Step

*McCormick of Chicago: An Unconventional Portrait of a Controversial Figure*, by Frank C. Waldrop. New York, Prentice-Hall. 328 pages. \$7.95.

Whether or not it was the intention of the author, the subject of this biography emerges as the perfect example of the gifted craftsman who could build a cathedral, but who lacked the intellectual and spiritual qualities to preside convincingly from the pulpit.

Robert R. McCormick was thought to be the Chicago Tribune. The Chicago Tribune was thought to be Robert R. McCormick. McCormick died April 1, 1955. The Tribune has continued to publish. Not an edition has been missed and not much of that which was thought to be the personality of Colonel McCormick is missing today except some peculiarities of spelling and a few other idiosyncrasies visible only at the whim of an autocrat.

The copy of the newspaper which one may buy in the Loop early in the evening, and which goes to more than 800,000 other purchasers in six states by morning, is the product of a huge vertical manufacturing complex. And Robert R. McCormick was the organizing genius who built the industrial empire in Canada to harness waterpower, to harvest timber, and to combine these activities into the production of newsprint. He was the man who organized a fleet of ships to bring the semi-finished product to his docks in Chicago for final processing through the revolving machines, on the lower levels of a Gothic tower, which add to the plain paper the same thing once applied by the simple hand press. On the floors above labor the journeymen selected for their ability to produce and to organize the symbols which constitute the content of a daily newspaper.

The Tribune's editorial staff consists of skillful writers and editors capable of turning out a final edition as near to perfection as one can ask in a newspaper, and who have the knack of putting into print the very materials demanded by one of the largest newspaper audiences in America. Yet, because it is the product of craftsmanship, rather than genius, may be the reason the Chicago Tribune seldom is listed among the ten greatest newspapers in the United States.

The author's emphasis upon McCormick's superior talents as an industrialist no doubt is intended as a compensation for his failures as an editor. This focus also may be explained as the result of Waldrop's encounters with the Colonel on management matters during the years of the former's employment as an

executive on the Washington Times-Herald.

The McCormick personality defects, to which his editorial faults are related, are explained in terms of his alleged philosophy of Social Darwinism, acquired at Yale under the tutelage of William Graham Sumner, the traumatic experiences of a childhood with a daughter of Old Joseph Medill as a mother and, perhaps, factors in his heredity. Waldrop debunks the myth that McCormick's antagonism for Britain, and many of his personality quirks as well, stemmed from an unhappy experience in an English public school.

Waldrop presents much in the personal life of various McCormick relatives not found in the voluminous official literature on the Chicago Tribune. The family squabbles are spelled out in some detail, in particular as they relate to the domineering tactics of his mother, Katherine Medill, and the growing depression of the father, Robert Sanderson McCormick. The emotional problems of Cousin Joseph M. Patterson, close business associate through much of his mature

Reviewed by

Howard R. Long, Chairman,

Department of Journalism

life, and the cloud over the death of his brother Medill McCormick are treated gingerly and sometimes murky.

The author makes it clear that the McCormick who was out of step with the world after 1936 was not the same McCormick who met so brilliantly the challenges presented to the Chicago Tribune in World War I. Waldrop mentions the fear of poisoning and describes dreadful nightmares in the later McCormick years.

Because of the author's inside view of events the best part of the book, for the reader concerned with the details of newspaper history, is that which treats the last 25 years of McCormick's life.

Because the seneschals who guard the Tribune citadel from the command post of the McCormick Trust have sheltered the records, perhaps in the hope of persuading a respected scholar to produce an authorized version based upon the official papers, biographical material since the death of McCormick has been slow to find its way into print. Waldrop's is the first such volume, but, for all the light it sheds, surely not the definitive one. There are materials in Washington, as well as in the Tribune Tower, which remain to be explored.



Bryce W. Rucker

that print handout news and editorials of newsmen who worship authority. Additionally, objections are raised that newspapers generally reflect the status quo and middle class values, television insulates its viewers from realities vital to survival by its heavy entertainment diet during peak evening hours, TV news is "show business," and public relations is "captive journalism."

One monopoly newspaper publisher argues against the "inherent virtue" in monopoly newspapers and another calls monopoly newspapers "the most responsibly edited, the fairest, the most accurate, the best written and the most objective."

Lyons' comments on journalism of the mid-century probably reflect, as well as any, the tone of the book. He criticizes the media for not plumbing "the stream of the common life to tell the story of everyday America in between wars and



## Verse Galore Dotted Roads; Now No More Burma Shave

*Verse By the Side of the Road*, by Frank Rowsome Jr. Brattleboro, Vermont: Stephen Greene Press, 1965. 121 pp. \$3.95.

IF YOU/DON'T KNOW/WHOSE SIGNS/THESE ARE/YOU CAN'T HAVE/DRIVEN VERY FAR—and so it was for nearly 40 years. *Verse By the Side of the Road*, the story of the Burma Shave signs and jingles, recounts the rise and fall of this peculiarly American phenomenon—and it was just that.

By any standards, the Burma Shave signs per se, such outdoor signs as an advertising medium, and Rowsome's book aren't great, but again they weren't meant to be. Light, humorous, and different was the key to success of the Burma Shave signs as an advertising medium, and this approach is the key to your enjoyment of *Verse By the Side of the Road*.

It's a small book, only 68 pages of text, with a 50-page appendix which includes all 700 signs that span the years 1927 to 1963. If you've enjoyed the Burma-Shave signs over the years, you'll enjoy Rowsome's book.

From the start to the end, the format was six signs, five with a jingle, the sixth for the tag line, "Burma-Shave." For many it was as Alexander Woollcott once observed, "it was as difficult to read just one Burma-Shave sign as it was to eat one salted peanut." The signs resulted in many moments of happy motoring for the traveler and many sales for the Burma-Vita Co.

Reviewed by

Donald G. Hileman

Department of Journalism

Travelers developed their favorites and often someone was assigned the duty of peering backward to capture and unscramble the signs that face in the other direction.

Many themes were used. For example, the gamut ran from the "accept no-substitutes" theme—GIVE THE GUY/THE TOE OF YOUR BOOT/WHO TRIES TO HAND YOU/A SUBSTITUTE, BURMA SHAVE; to the theme "to fight the growing use of electric shavers"—A SILKY CHEEK/SHAVED SMOOTH AND CLEAN/IS NOT OBTAINED/WITH A MOWING MACHINE/BURMA SHAVE.

For years such public service jingles as the following caught the fancy of the traveling public—PAST SCHOOL HOUSES/TAKE IT SLOW/LET THE LITTLE / SHAVERS GROW/BURMA SHAVE. Year in and year out, boy-girl themes were among the favorites. One of the more notable was—HE HAD THE RING/HE HAD THE FLAT/BUT SHE FELT HIS CHIN/AND THAT/WAS THAT/BURMA SHAVE.

It seems almost prophetic: When most of the country was in the depression, the Burma-Vita company prospered. But during the years after World War II when all the country enjoyed growth, the dying of the signs-along-the-highway and the demise of the Burma-Vita company came about.

In 1963 the company was sold to the Philip Morris Co., and all the signs removed. But not without fanfare. Many pages were written about the passing of an era, many with a genuine sentiment of having lost a close friend. A set of signs now appears in the Smithsonian Institute in Washington. But time has its way of taking its toll and so: FAREWELL, O VERSE/ALONG THE ROAD / HOW SAD TO / KNOW YOU'RE / OUT OF MODE / BURMA SHAVE.



DE GAULLE: French enigma

## 'The Liddell Hart Memoirs'

# Chronicle of an Era

*The Liddell Hart Memoirs*, 1895-1938, Volume I, by B.H. Liddell Hart. New York: G. P. Putnam's Sons, 1965. 433 pp. \$7.50.

The recent resignations of top admirals in the British Royal Navy appear a mere extension of events chronicled in *The Liddell Hart Memoirs*. Indeed, the military-political struggle in England today seems almost a repetition of the English pre-World War II maneuvering, as portrayed in this excellent book, between those who believed in military preparedness and those who were peace-minded, between those who believed in new military tactics and those who insisted on status quo, between those who wanted to spend money and those who were budget-minded.

Capt. B. H. Liddell Hart, twice wounded in World War I, was forced early in 1917 to take "light duty in an office." Here he began his military writing career, which was to take him from his first book (unpublished because the War Office would not give its permission) and from card leaflets on military discipline to a military authority with more than 30 published books on military tactics, military policy and military figures.

However, in 1924 in spite of his *Infantry Training* manual, used widely by the Infantry, and his articles on military tactics, which had been well received by the more

Reviewed by

Jim A. Hart

Department of Journalism

progressive military officers, Captain Hart became the victim of the budget-minded War Office and was invalided out of the Army. There seems some probability, although the author refused to confirm it in this book, that the real reason for his dismissal was his writing which often criticized military leaders. It was at this time that Captain Hart began his newspaper career as a sports reporter and military correspondent for the *Morning Post*, *Observer*, *Daily Telegraph* and finally *The Times*.

As military correspondent, Captain Hart was able to follow the annual maneuvers and to maintain his contacts with Army and Navy officials. In his writings he advocated reforms: more tanks for the infantry; complete mechanization of the cavalry; formation of "combat

## Soldier, Savior, Statesman All de Gaulle Is Divided Into Three Parts...

*The Three Lives of Charles de Gaulle*, by David Schoenbrun. New York: Atheneum, 1966. 373 pp. \$6.95.

This book divides de Gaulle into three parts, each denoting one of what the author, a noted American broadcast journalist, refers to as the "three lives" of that tempestuous, obstinate, unpredictable, shrewd Frenchman.

There is de Gaulle, the soldier; de Gaulle, the savior; and de Gaulle, the statesman.

One could add another "s," for Schoenbrun who, one might gather from this volume, is a confidant of the General, as well as still another "s"—this label to be chosen at the discretion of the individual who believes the great Gaul has

outlined his usefulness in the Twentieth Century.

This book is one of a spate of recently or soon-to-be published biographies about the French enigma with a nose made for the caricaturist's pen.

Aging Nobel Prize-winning Francis Mauriac has written a highly-personalized portrait of the General in his recent *De Gaulle*. And Alexander Werth, a leading British authority on France, has written a book bearing the same title as Mauriac's.

Schoenbrun, best known for his CBS radio and television reports, has put together a provoking but uninspiring account of de Gaulle's life, ranging from his brilliant military theorizing during World War I to his sometimes pathetic utterances in the presidential campaign near the end of last year.

At times, Schoenbrun captures some of the magnificent grandeur of his subject, but too often this pales beside his own hackneyed or strained style. To wit: "reborn out of the ashes of defeat," "a passionate man who packed his heart in dry ice," "antithesis of midgetism."

Another objection to Schoenbrun's presentation is his espousal of intimacy with de Gaulle. It is well known that in his personal relations de Gaulle always has been aloof, seldom taking anyone into his confidence.

In spite of these drawbacks, Schoenbrun, whose own personal achievements include the Alfred E. du Pont Award as "Commentator of the Year" and the Overseas Press Club selection of his *As France Goes* as "Best Book on Foreign Affairs in 1957," has turned out a worthwhile journalistic biography of a man who, in Schoenbrun's words, is "the last of the giants in a world that has grown both too small and too big for his kind."

Schoenbrun treats with near-reverence the first two lives of de

Reviewed by

Kenneth Starck

Department of Journalism

Gaulle—as a soldier of the Third Republic and savior of the Fourth Republic. In the last part, he sharply attacks de Gaulle's foreign policy as being deliberately offensive to the United States and de Gaulle's European policy.

He agrees with many who maintain that the United States-France split will remain "unbreachable until after de Gaulle has gone from the scene."

Perhaps of most interest to students of French and American relations will be the correspondence between de Gaulle and President Eisenhower, plus a breezy interview which the author had with Eisenhower. Schoenbrun traces the rupture between the nations to Ike's rejection of de Gaulle's letter in 1958 demanding that France be included in the creation of a Western three-power organization for global strategy.

Two events related in a style becoming a top-notch reporter are de Gaulle's departure in 1940 from France to England and the General's dramatic statement of "I have understood you" to a wildly chanting mob in Algiers.

The book merits a spot among the mounting material about the great Frenchman, but it could easily be nudged aside by another work or, better yet, another work by de Gaulle. For one would like to see the 75-year-old leader add a fourth volume—covering his postwar career—to his three volumes of *War Memoirs*.

This is the first volume of *The Liddell Hart Memoirs*. It is illustrated and has both a subject and a general index. The second volume, it is hoped, will be as revealing as this one.

Recording Notes

Jazz Goes Baroque  
With a Vivid Vivaldi

by Phillip H. Olsson  
Assistant Dean  
School of Fine Arts

Here is a particularly pleasing pair of jazz titles. One features percussion as it needs to be more often, the other some refreshing jazz improvisation against a symphonic backdrop.

**PERSUASIVE PERCUSSION 1966**— Though the title may mislead you, don't let it. Here is what happens when you mix artistic jazz musicians, ingenious arrangements, and the ultimate in stereo recording methods. You have one of the most inspired, technically perfect recordings available in jazz records today.

The artists include such greats as Joe Severinsen (trumpet), Paul Faulstich (bass trombone), Phil Bodner (flute and piccolo), Dick Hyman (piano and organ), and a troupe of the finest percussionists in the business such as Bobby Rosengarden, Dave Carey, Don Lamond, etc., etc. Tunes include Autumn Leaves, Istanbul, People, This Can't Be Love, September In The Rain, Never on Sunday, and six other classics.

Each arrangement is fresh, with sounds and ideas that only a talent like Dick Hyman could conceive. Clever use of multiple percussion presents musical problems that one seldom hears solved as this recording solves them. (Command Stereo—RS 895SD)

**BILL EVANS TRIO WITH SYMPHONY ORCHESTRA**— Conducted by Claus Ogerman. The idea of jazz improvisation against a background of symphonic sounds is one that has crossed the minds of most real jazz players. Some legit and jazz arrangers have made various attempts at combining the forces of jazz and symphony with varying degrees of success, but for once here is a pair of sides that does this and does it right.

The subdued quality of the trio never interferes but adds to the over-all sonority and gives impetus to the various musical lines.

Composers represented range from Vivaldi to Ogerman. Lewis Freedman gets to the point of this record in the following quote: "If Larry Rivers can paint on a theme by Ingres, if Alan Ginsberg can write poetry with references to Baudelaire, then it is time for the jazz musician to be allowed and encouraged to come out of the cultural ghetto. If these resources are to be allowed, then he must experiment with its forms and its sounds and its riches." (Verve—V6-8640)

Browsing Room Adds  
Power's 'Design for Survival'

New books added to the Browsing Room shelves at Morris Library:

ART

*The Art of the Puppet*, by Bill Baird.  
*Decorations U.S.A.*, by Jose Wilson.

BIOGRAPHY

*Funny Men Don't Laugh*, by Arnold Auerbach.  
*When Lincoln Died*, by Ralph Borreson.  
*How to Talk Dirty and Influence People*, by Lenny Bruce.  
*Diary of a Genius*, by Salvador Dali.  
*Halliburton, the Magnificent Myth*, by Jonathan Root.

CURRENT AFFAIRS

*A Wilderness Bill of Rights*, by William O. Douglas.  
*Design for Survival*, by Thomas S. Power.  
*The Shame of the Nation*, by Philip M. Stern.

FICTION

*Agrippa's Daughter*, by Howard Fast.  
*The Anything Box*, by Zenna Anderson.  
*Backtrack*, by Milton Lott.

HISTORY

*The Great Mutiny*, by James Dugan.  
*The Decision to Drop the Bomb*, by Len Giovannitti.  
*The Light of the Past*, by Horizon magazine.

HUMOR

*Life with Hazel*, by Theodore Key.

MYSTERY

*The Toff and the Kidnapped Child*, by John Creasey.  
*Wanted: Dead Men*, by Kenneth Foster Crossen.  
*Spies Who Never Were*, by Vernon Henchley.  
*Downbeat Kill*, by Dennis Phillips.  
*Monkey on a Chain*, by Ursula Torday.

RELIGION

*The Comfortable Pew*, by Pierre Berton.  
*Terror in the Name of God*, by Simma Holt.

SCIENCE

*A World of Snakes*, by Thomas Helm.



Conozca a su Vecino

Prensa y Filatelia

Para superar al analfabetismo con que lucha toda nación de la América Latina los gobiernos continuamente llaman atención al papel que hace la prensa nacional. Hay muchas evidencias de esta afirmación entre las emisiones de sellos de correos.

México honró en 1944 al primer periodista colonial el Dr. Juan Ignacio María de Castorena Ursúa y Goyeneche, cura yucateco, y editor del primer periódico La Gaceta de México y noticias de Nueva España, que comenzó en 1722. Aparecieron sólo ocho números, pero fue el primer periódico del mundo hispanoamericano.

En 1811 el colombiano Antonio Nariño comenzó la publicación de La Bagatela en Santa Fé de Bogotá, que lejos de serlo, por sus ideas en apoyo de la independencia de la Nueva Granada, causó su encarcelamiento y persecución por las autoridades de España. Este periodista dio su vida para ayudar a su patria. Falleció de las enfermedades causadas por los muchos trabajos y peripecias que produjeron sus ideas políticas.

En una época más moderna el cubano José Martí (1833-1895), escritor por excelencia, pasó muchos años en el exilio en Estados Unidos y editó en Cuba el periódico Patria, para unir los sentimientos de sus compatriotas en la lucha por la independencia. Murió martirizado en el paredón ante los fusiles españoles.

Distintos fueron los esfuerzos del nicaragüense Rigoberto Cabezas, quien editó el

Diario de Nicaragua durante más de una década del siglo XIX, e hizo una cruzada para vencer la indiferencia oficial de su gobierno respecto a la región costera atlántica habitada por los indios mosquitos (Miskitos). Toda esta zona oriental del país está aislada del resto de la nación por su clima y falta de desenvolvimiento económico. Su periódico despertó al público de tal manera que el gobierno tuvo que afianzar los intereses de la nación en la zona y conseguir que los británicos abandonasen sus deseos de ocuparla.

En el Brasil el prestigioso periódico O Estado de São Paulo, establecido por Julio Mesquita (1862-1927), mereció un timbre conmemorativo en 1962; Honduras conmemoró su primer periódico Gaceta del Gobierno (1830) en 1930, y Venezuela la Gaceta de Caracas (1801) en 1958.

El Ecuador emitió un sello aéreo en 1959 para marcar el septuagésimo quinto aniversario del establecimiento de El Telégrafo. En él se ve un facsímil de la primera plana y la sigla del periódico "E" fue incorporada en un matasellos especial el día de la emisión.

Tales son algunos ejemplos del reconocimiento de la importancia de la prensa en la vida nacional hispanoamericana, lo que más falta para su mayor influencia en la política y la formación de la sociedad moderna son lectores, ya que su circulación es demasiado limitada.

Television Shows of Interest

The REAL U.N.C.L.E. in Action

A ring of opium smugglers; special agents of the United Nations; a story idea by the late Ian Fleming; an all-star cast of actors; and on-location camera work in Naples, Rome, Monte Carlo and Iran. Put them under the direction of the skillful Terence Young and you have an outstanding drama of international intrigue based on all-too-brutal truth.

It's "The Poppy is Also a Flower," the fourth in a series of dramas about the work of the UN: its efforts to stop the international traffic in narcotics.

Princess Grace of Monaco introduces the program. The cast includes, among others, Yul Brynner, Angie Dickinson, Jack Hawkins, Rita Hayworth, Trini Lopez, Marcello Mastroianni, Omar Sharif and Eli Wallach. (Friday, 6:30 p.m., Ch. 3)

Other programs this week:

TODAY

Game of the Week. The New York Yankees meet the Baltimore Orioles at Baltimore in the first of 28 regular-season telecasts by NBC. (1 p.m., Ch. 6)

ABC Scope. This week's

"Viet Nam Report" profiles the Army's 173rd Airborne Brigade, the first American unit to complete a one-year tour of duty in Viet Nam. (9:30 p.m., Ch. 3).

SUNDAY

Viet Nam Review. This is the first in a series of weekly half-hour reviews of developments in Viet Nam, narrated by Garrick Utley. (4 p.m., Ch. 6)



MONDAY

Academy Awards. Bob Hope is host of the Oscar presentations. (9 p.m., Ch. 3)

TUESDAY

"A Conversation with Hubert Humphrey," a CBS News special. The Vice President

discusses the duties and responsibilities of his office, his personal philosophy and beliefs, and the growth of his role since assuming office last year. (9 p.m., Ch. 12)

WEDNESDAY

"Testing: Right, Left or Center?" This NBC News special, the third in a series, deals with three general categories: politics and politicians, the Administration, and the political spectrum, attempting to determine the viewer's attitudes toward each. (9 p.m., Ch. 6)

THURSDAY

"Watch on the Rhine," a 1943 movie, stars Bette Davis and Paul Lukas. (9:30 p.m., Ch. 8)

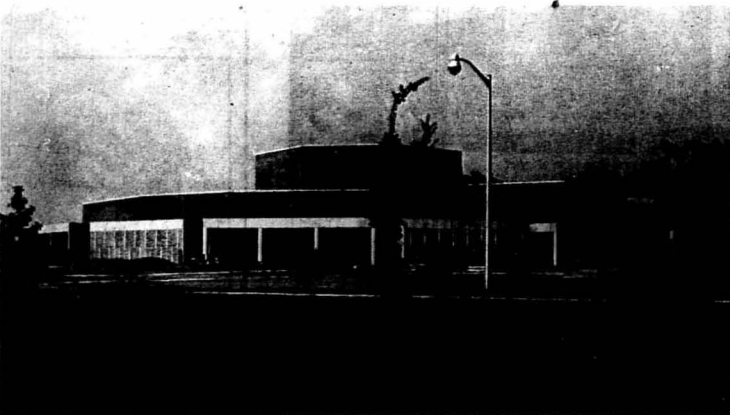
FRIDAY

"The Poppy is Also a Flower," (6:30 p.m. Ch. 3) Radical Americans. This week's feature is "The Right Takes Over," a report on a one-industry town where the factory and its owner exert an unusual control over the town's political life and economy. (9 p.m., Ch. 8)



Lawson Hall, one of the newest classroom buildings on campus, has seven sides and thousands of angles. Daily Egyptian Photographer John Baran explored the hall recently. This page of photographs is just a sample of the many interesting camera angles he found.

# The Many Sides of Lawson Hall





## Hoffman to Conduct Sunday Concert

Irwin Hoffman, associate conductor for the Chicago Symphony, will be the guest conductor for an SIU Symphony orchestra concert at 4 p.m. Sunday in Shryock Auditorium.

Steven Barwick, professor of music, will be the piano soloist for the event.

Hoffman will conclude a seven-day visit as guest lecturer at SIU by conducting the concert.

Compositions to be pre-

sented in the concert include Franz Joseph Haydn's Symphony No. 92 in G major, Maurice Ravel's "Concerto pour Piano et Orchestre" and "Pini di Roma" by Ottorino Respighi.

### Film to Start at 7 p.m.

The Student Activities Office has announced that the movie "The Cardinal" will be shown at 7 p.m. Sunday instead of 8 p.m. in Shryock Auditorium, because of the length of the movie.



PLAYERS—Marilyn Whitlow and four other Southern Players continue their presentation of "Long Day's Journey Into Night" in the new theater in the Communications Building tonight and Sunday.

## Women Offered Summer Jobs

Several job opportunities for summer employment are available at the Student Work and Financial Assistance office on 211 W. Harwood Ave.

There are several openings for women in the area.

## 'La Boheme' to Be Featured As Today's 'Met' Broadcast

"La Boheme" by Puccini will be featured on Metropolitan Opera at 1 p.m. today on WSIU Radio.

Other programs:

10 a.m.  
From Southern Illinois: News, interviews and light conversation.

12:30 p.m.  
News Report.

6 p.m.  
Music in the Air.

7 p.m.  
Broadway Beat: Original casts and dialogue of Broadway productions.

8:30 p.m.  
Jazz and You: Jazz artists of the current and past scene are reviewed with their performances.

11 p.m.  
Swing Easy.

12:25  
News Report.

SUNDAY

1:15 p.m.  
Sunday Musicales.

4 p.m.  
Sunday Concert.

7:30 p.m.  
The Sunday Show.

8 p.m.  
The Reader's Almanac.

8:25 p.m.  
Business Review.

MONDAY

8 a.m.  
Morning Show.

10 a.m.  
Pop Concert.

2:30 p.m.  
Masterworks From France.

5:30 p.m.  
News Report.

6 p.m.  
Music in the Air.

7 p.m.  
Dateline: The World—Conference on U.S. and China.

10:30 p.m.  
News Report.

11 p.m.  
Moonlight Serenade.

## Pope's Succession To Be TV Topic

"The Successor," a dramatization of the machinery at work in the election of Pope John XXIII, will be shown at 8:30 p.m. Monday on WSIU-TV.

Other programs:

4:30 p.m.  
What's New: A trip into everyday life of the American past.

5:30 p.m.  
See the U.S.A.: United States travel films.

7 p.m.  
Film Concert.

8 p.m.  
Passport 8, Expedition: "Journey to the Lost World."

9:30 p.m.  
Continental Cinema: "Deadlier Than the Male," a French film starring Jean Gabin and Danielle Delorme.

## Corned Beef Dinner

The Jewish Students Association will hold a corned beef dinner at 5 p.m. Sunday at the Jewish Student Center, 803 S. Washington St.

## Varsity Late Show

One Show Only Tonight At 11:00  
Box Office Opens 10:15 P.M.  
All Seats \$1.00

NOW...ONE OF THE WORLD'S MOST HONORED MOTION PICTURES IS HERE!

BEST ACTOR, BEST ACTRESS, BEST DIRECTION, BEST SCREENPLAY, BEST PICTURE at the film festivals in CANNES, BERLIN, CORK, MOSCOW, SAN SEBASTIAN, SAN FRANCISCO!



Pont-De Laurentis presents

THE RAIL-ROAD MAN

STARRING: PIETRO GERMI - SYLVIO KOSCINA - SARO URZI - LUISA DELLA NOCE - DIRECTED BY PIETRO GERMI

## THE EGYPTIAN Drive-in Theater

NOW APPEARING!

"ONE OF THE YEAR'S 10 BEST!"

The most touching picture of the year!"

—N.Y. Post

"★★★★ A film to be cherished!"

—N.Y. Daily News

METRO-GOLDWYN-MAYER presents  
THE PANDRO S. BERMAN-GUY GREEN PRODUCTION



A PATCH OF BLUE

starring  
SIDNEY POITIER and SHELLEY WINTERS  
also starring  
ELIZABETH HARTMAN

Based on "BE REACH WITH BELLS AND ORANGE" by ELIZABETH HARTMAN

Written for the Screen and Directed by GUY GREEN - Produced by PANDRO S. BERMAN - In PANAVISION

PLUS THIS GREAT CO-HIT!

she

Starring Ursula Andress

OPEN FULL TIME FOR YOUR PLEASURE

Herrin, Ill. Near the Williamson County Airport

AT ... The Flamingo's  
**RUMPUS ROOM**  
DANCE BAND TONIGHT  
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SHOW TIMES 2:00 P.M.-4:32 P.M.-7:24 P.M.



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# Campus Activities Guide

## Saturday

The undergraduate English qualifying examination will begin at 8 a.m. in Furr Auditorium in University School.

A fishing derby will be held at 9 a.m. on the Lake-on-the-Campus.

The Inter-Varsity Christian Fellowship group will meet at 1 p.m. in Room C of the University Center.

An intramural corecreational swim will begin at 1 p.m. in the University School swimming pool.

Intramural softball will begin at 1 p.m. on the field east of the Arena.

Movie Hour will feature "Paris Under the Stars" at 8 p.m. in Furr Auditorium. Alpha Eta Rho will sponsor a dance at 8 p.m. at the Airport.

The Southern Players will present "Long Day's Journey Into Night" at 8 p.m. in the Playhouse in the Communications Building.

Kappa Alpha Psi will sponsor a dance at 8 p.m. in Ball-

rooms A, B and C of the University Center.

A record dance will begin at 8:30 p.m. in the Roman Room of the University Center.

## Sunday

The University Center Recreation Committee will sponsor a bridge party at 1 p.m. in Room C of the University Center.

An intramural corecreational swim will begin at 1 p.m. in the University School swimming pool.

Alpha Lambda Delta, freshman women's scholastic honorary, will meet at 1:30 p.m. in Ballroom A of the University Center.

Zeta Phi Eta, women's speech fraternity, rush will begin at 2 p.m. in the Morris Library Lounge.

The Southern Illinois Symphony will be featured at the Sunday Concert at 4 p.m. in Shryock Auditorium.

The Southern Film Society will feature "Hand in the Trap" at 6:30, 8:30 and 10:30 p.m. in the Library Auditorium.

Savant will feature "The Cardinal" at 7 p.m. in Shryock Auditorium.

Creative Insights will begin at 7 p.m. in the University Center Gallery Lounge.

Herall Largent, assistant director of Placement Services, will speak on "Employment After College" at the Sunday Seminar at 8 p.m.

in Room D of the University Center.

The Southern Players will present "Long Day's Journey Into Night" at 8 p.m. in the Playhouse in the Communications Building.

## Monday

The Inter-Varsity Christian Fellowship group will meet at 10 a.m. in Room C of the University Center.

Interpreters Theater will meet at 4 p.m. in the Library Lounge.

Intramural softball will begin at 4 p.m. on the fields east of the Arena and the west side baseball field.

WRA class volleyball will begin at 4 p.m. in the Large Gym.

WRA tennis will begin at 4 p.m. on the North Courts.

The Aquettes will meet at 4:45 p.m. in the University School swimming pool.

The Gymnastics Club will meet at 5 p.m. in the Large Gym.

WRA golf will begin at 5 p.m. in Room 114 of the Gym and on the softball field.

Alpha Phi Omega, service fraternity, will meet at 9 p.m. in the Home Economics Family Living Lounge.

Circle K will meet at 9 p.m. in the Seminar Room of the Agriculture Building.

Chemeka will meet at 9 p.m. in Room D of the University Center.



1965 CHAMP - This black spaniel won the Best of Show in last year's Crab Orchard Kennel Club show. President Delyte W. Morris presented the trophy to its owners. More than 645 entries representing 80 breeds will be shown Sunday in this year's show in the Arena.

## 645 Entries for Dog Show Will Be Presented Sunday

The Crab Orchard Kennel Club will present a dog show at 8 a.m. Sunday in the SIU Arena.

A donation of one dollar will be taken and the proceeds will go towards providing a scholarship fund for pre-tertiary students at SIU.

The show will include about 645 entries of more than 80 breeds from southern Illinois.

Don Hayes, a well-known

Du Quoin business man, will present the best in show trophy.

Dogs will not be entered at the door.

## Fraternity To Meet

Alpha Lambda Delta, freshman women's scholastic fraternity, will hold its spring initiation of officers at 2 p.m. Sunday in ballroom A of the University Center.

## Mrs. Henry Rehn Services Planned

A memorial service in honor of the late Mrs. Henry Rehn, wife of the former dean of the School of Business, will be held at 2 p.m. Sunday at the First Presbyterian Church, 310 S. University Ave.

A scholarship fund for an SIU student has been established in honor of Mrs. Rehn.

## Fishing Derby Set For 9 to 4 Today

A fishing derby will be held today from 9 a.m. until 4 p.m. at the Lake-on-the-Campus.

The derby is open to all students, faculty, staff and their children, with a special entry for mothers.

Each contestant must furnish his own equipment and those over 16 years of age must have a valid Illinois fishing license.

## Newman Center to Hold Spring Dance Sunday

The annual "Swing Into Spring" dance, with music by the Esquires, will start at 8 p.m. Sunday at the Newman Foundation.

All coeds will be admitted free. Admission for men (stag, or with date) is 50 cents. The Newman snack bar will sell refreshments during the dance, which will end at 11 p.m.

## What you notice is...



wraparound triple taillights



spinner-style wheel covers

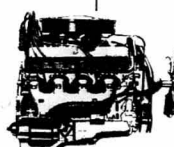


a quick downsloping roof line

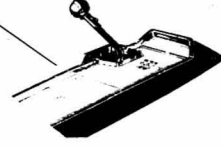
## What you feel is...



the stability of its Jet-smoother ride



the eagerness of a Turbo-Jet V8 you can order up to 425 hp now!



the response of a 4-speed you can add

## What you call it is an Impala Super Sport



Impala Super Sport Coupe

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Where you get it is at your Chevrolet dealer's, and when is now—during Double Dividend Days. There are Super Sports plain if you call this plain: Strato-bucket seats, console, carpeting and eight standard safety features like back-up lights. Super Sports

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All kinds of good buys all in one place... at your Chevrolet dealer's: CHEVROLET • CHEVELLE • CHEVY II • CORVAIR • CORVETTE



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## Radio More Alive Than Dead, Advertising Executive Says

"Radio is more alive than dead," said George F. Buck, vice president and media director of the Chicago Division of Needham, Harper and Steers, Inc., at a session in conjunction with Journalism Week.

Buck, speaking about recent developments in advertising media, referred to the contention that the advent of television would eliminate radio as an effective medium for advertising.

He said that from 1950 to 1955 the radio industry lost 70 per cent of its advertising billings to television. This is not the case today, he said.

There are an average of

about four radio sets a household to which the American public spends 32 per cent of its leisure time listening. In 1964 there was a 410 million dollar wholesale investment in radio receivers, Buck said.

Buck stated that "immediacy" is an important factor in attracting advertisers, because it gives a "last minute exposure" of the product to the prospective shopper.

In citing one of the main problems concerning radio, he said "Statistical documentation in radio continues to be subject to challenge." Because of listeners' habits and the portable radios, it is difficult for rating services to accurately assess the listening public.

Buck supplemented his presentation with slides of graphs and statistics comparing all types of advertising media.

Referring to television he said, "The big surge in TV is to color," and went on to predict that by 1967 there would be 24 million color sets in use.



GEORGE F. BUCK

He said that with a greater usage of color there would be more viewers and hours viewed per set. Advertisers showed a 33 per cent preference change for color over black and white from 1962 to 1964.

Buck also indicated that the statistics for color usage in newspapers and magazines were similar to that of television—upward.

## Senators Reject Operating Paper

(Continued from Page 16)

dents. At present, definable units would be Thompson Point, Small Group Housing, University Park, Woody Hall and University City.

Apportionment of senators for these units would be Thompson Point, three; Small Group Housing, one; University Park, three; Woody Hall, one; and University City, two.

The remaining 11 seats would be allocated to off-campus students whose senators would be elected at-large by their constituencies.

The proposal called for staggered elections with the student body president and vice-president elected in the spring with senators from Small Group Housing, Woody Hall, one from University Park, Thompson Point and University City, and six off-campus.

## New Directions Set for Press

(Continued from Page 16)

face today's newspapers if they are to continue to be a powerful and important part of this nation's life," he said.

"Education has broadened our horizons, brought new understanding of our world problems, created new interest in the needs of other people—and in doing so, has developed exciting spheres of interest for newspapers," Miner summed up.

## Annual Program

# Journalism Honors Given at Assembly

Awards were presented to more than almost two dozen students Friday at the annual Journalism Honors Program in the Family Living Lounge of the Home Economics Building.

The \$500 Copley Newspaper Scholarship was presented to Pam Gleaton, a junior from Dowell.

The Minneapolis Star-Tribune Scholarship, valued at \$400, was presented to Robert Taylor, a junior from Marion.

The Alpha Delta Sigma award for the outstanding student in advertising went to Robert Quaglia, a senior from Herrin. Quaglia also won the ADS Outstanding Service Key.

JoAnn Fischel, a sophomore from Ferguson, Mo., received the Journalism Students Association Award for the outstanding sophomore in the program.

Tim Ayers, a junior from Lemay, Mo., received the International Journalism Scholarship, and will spend the summer working with newspapers in Ireland and England.

Ric Cox, a senior from Fairfield, received the Pi Delta Epsilon award and the Sigma Delta Chi award for outstanding scholarship and participation in journalism activities.

The Larry Mann Advertising Scholarship was presented to William Searcy of Carbondale.

Margaret Perez, a sophomore from Collinsville, received the Collinsville Herald

Scholarship in Journalism. It was presented in name of the paper by the Collinsville Veterans of Foreign Wars Post and its Auxiliary.

Susan Fuhrhop, a junior from St. Louis, received the Junior Advertising Women of Chicago scholarship.

Ron Geskey, a senior from Decatur, received the Alpha Delta Sigma outstanding senior award. He also was named to attend the annual College Awards Program of the Advertising Club of St. Louis. James Rambo will also attend.

Seven students were cited for outstanding work on the Daily Egyptian during the past year. They are John Epperheimer, Wade Roop, Margaret Perez, JoAnn Fischel, Rose Astorino, Nancy Baker and David Chester.

Earlier, at a luncheon of the Southern Illinois Editorial Association and the Southeast Missouri Press Association, Roop was presented the annual SIEA \$500 scholarship for a student majoring in community journalism.

Obelisk awards went to Jeanne Baker, Rose Astorino, Kenneth Wilkening, Laura Chevonec, Terry Meyers, and Deanna Schlemmer. They received gift certificates.

Six students received pins of recognition for contributions to the Obelisk. They are Mimi Sandifer, Sharon Stumpf, Carol Wobbe, Donald Lukaski, Shirley Rohr and Charles Salat.

## Editors Given Prescription By H. Allen Smith: Laughter

"Laughter is the best remedy," describes the reaction of members of the Southern Illinois Editorial Association to author and humorist H. Allen Smith at the SIEA luncheon Friday.

Allen, who claimed that he misplaced one of his note cards, did a remarkable job of entertaining his audience of Southern Illinois editors, publishers, news men and guests from the Southeast Missouri Press Association.

Smith, a native of McLeansboro, has written several humorous novels including "Lost in the Horse Latitudes," "Life in a Putty Factory," and "Low Man on a Totem Pole," in addition to his earlier work as a newspaperman in Indiana, Ken-

tucky, Florida, Oklahoma, Colorado and New York City.

The late Fred Allen labeled Smith the "screwball's Boswell." Smith now makes his home in New York.

Special guests at the luncheon were President and Mrs. Delyte W. Morris, (Morris welcomed the SIEA), Missouri secretary of State James Kirkpatrick, a former newspaper publisher; Mrs. Lou McCabe, sister of the speaker; William Bray, general manager of the Missouri Press Association; Oliver Fuergerson, member of the Board of Curators of the University of Missouri and publisher at Fredericktown, Mo., and Tom Rechter, of the public relations department of M.U.

Master of ceremonies for the program was Robert Voris, president of the SIEA. Several introductions were made by Charles Blanton Jr. of the Sikeston (Mo.) Standard, president of the SEMPA.

## Anthropology Lecture

John Middleton, of the Northwestern University anthropology department, will give a public lecture at 7:30 p.m. Monday in the Home Economics Lounge.

the finest in shoe-repair

(Work done while you wait)

Settlemoir's

Across from the Varsity

We dye SATIN shoes!

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Speede Service

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Beauty Experts

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The Crazy Horse Offers:

• MODERN EQUIPMENT

• PLEASANT ATMOSPHERE

• DATES PLAY FREE

CRAZY HORSE

BILLIARD ROOM

CAMPUS SHOPPING CENTER

Don't throw away your April 16 issue of TV Guide until you've taken the half-dollar out.

No, this isn't the return of The Millionaire. It's Kentucky Fried Chicken's big Academy Reward. You just bring us the fifty cent piece that's printed in our TV Guide ad, buy a bucket of chicken, and we'll give you a real half buck.

It might not be \$64,000. But then, you won't have to answer a lot of questions, either.

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Thorough Eye Examination \$3.50

Most Eyewear One Day Service \$9.50

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INSURANCE \$10 PER YEAR

Conrad Optical

Across from the Varsity Theater Corner 16th & Monroe, Herrin

Dr. C. E. Kendrick, O. D. Dr. C. Conrad, O. D.



# Vietnamese Demand Ky Resign

SAIGON, South Viet Nam (AP)—Demands that Premier Nguyen Cao Ky's military government resign immediately sounded Friday in Da Nang, birthplace of the political agitation that has led the government to pledge election of a civilian regime this summer.

Lt. Gen. Nguyen Khanh Thi and Dr. Nguyen Van Man pressed an issue so far skirted by the Buddhist hierarchy in its general approval of the outcome of five weeks of tension. They called for a temporary government to handle the transition.

Buddhist leaders in Saigon reaffirmed their support of the plan to hold elections within three to five months—that is by mid-September at the latest—and called off future demonstrations.

They threatened to send their supporters into the streets again, however, if the voting is not held as promised. Though it may come up later, the all-day policy session did not discuss the matter of rule in the transition period.

Air activity dominated military news of the day.

The most significant ground operation against the Viet Cong, a drive by several thousand U.S. Marines in Quang Ngai Province, went into its third day with limited results. Eight Viet Cong were killed as they tried to flee from a coastal village in sampans.

'I PLAN TO TEAR IT DOWN AND MAKE A PARKING LOT!'



Payne, The Charlotte Observer

## Former Pentagon Man Says 'Ease Up in Viet Nam Now'

FONTANA, Wis. (AP) — A former Pentagon specialist suggested Friday that the United States "de-escalate" in Viet Nam as soon as possible or chance "open conflict with the Soviet Union."

Paul W. Blackstock said that intensified military efforts in Viet Nam "cannot stamp out the Communist movement but run the grave risk of stamping communism in."

Blackstock served from 1951 to 1960 in the department of psychological warfare

in the Pentagon and is now at the University of South Carolina.

He addressed a seminar of the Council on Religion and International Affairs, a privately sponsored organization that explores ethics and morals behind the government's foreign policy. The council was established with funds set aside by philanthropist Andrew Carnegie in 1914.

Blackstock said that the first air strike of B52 bombers from Guam against North Viet Nam cost the U.S. \$21 million and "there were seven communist casualties."

"At \$3 million a head, these certainly were the most expensive military bodies in history," he said.

He said that "any military solution of an insurgency problem such as Viet Nam must have a basis in political solutions and these must involve native political elements which started the insurgent movement."

strong defense of industry policies.

"When 50,000 people a year are killed in auto accidents that is a bad situation," he said, "but no one can say we are not interested in auto safety."

"We have always built safe cars, but that is not to say we cannot make them safer and we are trying to do so."

Ford centered much of his fire on industry critic Ralph Nader, who told a Senate committee Thursday that the Volkswagen had some safety problems as well as domestic cars.

"If he is that good an engineer we have some jobs here and I'll be glad to give him one, but I don't think he knows what he's talking about," Ford said.

He continued emphatically, "If the critics who know nothing about the automobile business will get out of the way, we will do the job."

## Old Libido Problem

### Physician Urges Polygamy For People Over Age 60

SALT LAKE CITY, Utah (AP) — An expert in medical care of the aged said Friday polygamy—marriage to two or more mates at the same time should be made legal after the age of 60.

Dr. Victor Kassel said legalized plural marriage would be a special boon to elderly widows, many of whom subsist on inadequate diets and in a state of sexual frustration because partners of their own age are hard to find.

This is because widows of 60 far outnumber men in that age bracket.

The Salt Lake City physician has specialized in geriatrics—the treatment of the problems and ailments of the ages—for 15 years.

He set forth his views on the benefits of polygamy for the elderly in an article in the magazine Geriatrics.

"Studies at various geriatric centers have disproved the misconception that older people are not interested in sexual activity," he wrote.

"Studies have demonstrated that most women have an increase in libido after the menopause simply because they lose the fear of pregnancy."

"A polygamous marriage enables them to express this desire, instead of remaining

repressed through a continued widowhood."

As for men, Dr. Kassel continued, they seem to have a natural desire to diversify their sexual partnerships.

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For Tournament Play  
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Tennis ..... \$9

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**ASHAWAY**  
top-rated racket string

ASHAWAY PRO-FECTED  
For Club Play  
Approx. Stringing Cost  
Tennis ..... \$7  
Badminton ..... \$6

LASTS LONGER STAYS LIVELIER  
MOISTURE IMMUNE

ASHAWAY MULTI-PLY  
For Regular Play  
Approx. Stringing Cost  
Tennis ..... \$5  
Badminton ..... \$4

## Automobile Industry Critics Attacked by Henry Ford II

WOODHAVEN, Mich (AP)—Henry Ford II said Friday the auto industry is being subjected to unwarranted attacks from all sides on the question of auto safety.

Ford, board chairman of the Ford Motor Co., departed from his prepared remarks at the dedication of a new \$100 million stamping plant in this Detroit suburb to make a

### Decision Is Given On Redistricting

SPRINGFIELD (AP) — County boards are required to redistrict precincts in which more than 800 votes were cast at each of two consecutive general elections, Atty. Gen. William G. Clark held Friday.

The opinion, given to State's Atty. Richard E. Richman of Jackson County, said it did not appear that any election district or undivided precinct in Jackson County contains more than 800 voters.

Clark further held that new precinct lines established by the Jackson County Board at its June or July meetings will be effective for the November election.

## SALUKI CURRENCY EXCHANGE

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• Open 9 a.m. to 6 p.m. Every Day

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- Driver's License
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Spread  
the Word!  
It's great  
for dates



8 oz. Strip  
Sirloin  
\$1.39

**Pine Room**

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### CORRECTION Crab Orchard KENNEL CLUB SHOW

SUNDAY, APRIL 17  
8 A.M. to ?

At the  
SIU ARENA  
All proceeds  
go towards  
a scholarship  
for SIU  
pre-veterinarian  
students  
\$1.00 Donation



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twenty-four hours a day

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Your Clothes  
are springtime  
fresh when you  
use our quality  
DRY CLEANING!

**EAST GATE CLEANERS**  
Wall of Walnut Ph. 9-4221

## SIU Golfers Defeat Washington U; 16-2

The SIU golfers were victorious Thursday over Washington University in the Salukis' first home match, by a score of 16-2.

Gary Robinson of Sterling shot a one over par for SIU, and his teammate Steve Heckel, Carterville, was 2 over.

Coach Lynn Holder said the scores were good, considering that it was windy and cold at the Crab Orchard course in Carterville. Most individual scores were well over par.

The Salukis have a good home record, at 62-2-1, and Holder said their road record isn't bad either, and that they have won at least 75 percent of the away matches.

The match was scored by straight medal play, with one team point given for winning the first nine holes, one for the second one, and one for winning the match overall, for a total of three points.

Washington was not beaten SIU in the past 10 or 12 years, as was erroneously stated in Thursday's Egyptian.

It was the seventh victory this season for the Salukis, and they will meet Southeast Missouri here Tuesday, and St. Louis on Friday, for their final home game.

Individual results: Phil Stamison, SIU, shot a 76, to Bud Dick's 82, for 3 team points.

Tom Muehleman, SIU, shot a 78, to Jim Werley's 79, giving Southern 2.5 team points, and Washington 0.5 point.

Gary Robinson, SIU, shot a 73, to Steve Estes 76, for 2.5 points for Southern, and 0.5 for Washington.

Jack Downey, SIU, shot a 78, to Tom Shebet's 79, giving



TOM MUEHLEMAN

Southern 2 points and Washington 1.

Steve Heckel, SIU, shot a 74, to Larry Keighty's 81, giving Southern 3 points.

Jim Schonhoff, SIU, shot a 77, to John Cosley's 81, giving Southern 3 points.

### IM Tennis Tourney

A singles tennis tournament will be sponsored by the Intramural Department.

The tournament will start April 27. Interested students should go to Room 128 in the SIU Arena.

## Eagles, Four Others Winners; More Volleyball Set for Week

Students who want to schedule practices for intramural volleyball should contact the Intramural Office at 3-2710.

April 12 results: Eagles beat Forestry Club, 3-0.

Sigma Pi beat Mason-Dixon, 3-0.

Phi Kappa Tau beat Shawnee Garboons, 3-2.

LEAC beat Warren-T-Waters, 3-2.

Felts Overseers won by forfeit over Boomer II.

The schedule for next week: Monday, 7 p.m.

Forestry Club vs. ROTC

Warren-T-Waters vs. Boomer II

Boomer II-B vs. LEAC

8 P.M.

Cashab vs. Woody Goodies

Dephers vs. Slum Rats

Eagles vs. Seibert's Sinkers

Tuesday, 7 p.m.

Kappa Alpha Psi, vs. Phi

Kappa Tau

Phi Sigma Kappa vs. Theta

Xi

Sigma Pi vs. Tau Kappa Epsilon

8 p.m.

Tau Kappa Epsilon vs. Phi

Sig B

Mason Dixon vs. Shawnee

Garboons

Wednesday, 7 p.m.

Woody Goodies vs. Biology

Felts Overseers vs. Warren-T-Waters

Boomer II B vs. Boomer II

8 P.M.

ROTC vs. Eagles

Seiberts Sinkers

Slum Rats vs. Cashab

Thursday, 7 p.m.

Tau Kappa Epsilon vs. Phi

Sig A

Theta Xi A vs. Kappa Alpha

Psi A

Phi Kappa Tau vs. Sigma Pi

Sigma Pi vs. Tau Kappa Epsilon

Tau Kappa Epsilon vs. Phi

Sig B

Mason Dixon vs. Shawnee

Garboons

Friday, 7 p.m.

Woody Goodies vs. Biology

Felts Overseers vs. Warren-T-Waters

Boomer II B vs. Boomer II

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Boomer II vs. Boomer II

Phi Kappa Tau A vs. Delta

Chi A

8 p.m.

Shawnee Garboons vs. Sigma

Pi B

Phi Sig B vs. Sigma Pi B

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**MUSTANG**  
Inquire today about our special payment plan on the Mustang of your choice for June Grads.  
**VOGLER FORD**  
42 Years of Fair Dealing

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**Kodacolor Prints**  
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**APPLES**  
Our own crisp and juicy apples direct from our cold storage.  
● WINESAPS ● SWEET APPLE CIDER  
● RED & GOLDEN DELICIOUS  
Be sure to ask for a free sample of our sweet apple cider.  
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8 MILES SOUTH of C'dale - Rt. 51

**To place YOUR ad, use this handy ORDER FORM**  
INSTRUCTIONS FOR COMPLETING ORDER  
CLASSIFIED ADVERTISING RATES (Minimum - 2 lines)  
1 DAY 30¢ per line  
3 DAYS (Consecutive) 60¢ per line  
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DEADLINES  
Wed. thru Sat. ads. - two days prior to publication.  
Tues. ads. - Friday.  
1. Complete sections 1-5 using ballpoint pen.  
2. Print in all CAPITAL LETTERS.  
3. In section 5:  
One number or letter per space.  
Do not use separate spaces for punctuation.  
Skip spaces between words.  
Count any part of a line as a full line.  
Money cannot be refunded if ad is cancelled.  
Daily Egyptian reserves the right to reject any advertising copy.  
NAME \_\_\_\_\_ DATE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ PHONE NO. \_\_\_\_\_  
2. KIND OF AD  
☐ For Sale ☐ Employment ☐ Personal  
☐ For Rent ☐ Wanted ☐ Services  
☐ Found ☐ Entertainment ☐ Offered  
☐ Lost ☐ Help Wanted ☐ Wanted  
3. RUN AD  
☐ 1 DAY  
☐ 3 DAYS  
☐ 5 DAYS  
START (day ad to start) \_\_\_\_\_  
4. CHECK ENCLOSED FOR \_\_\_\_\_ To find your cost, multiply total number of lines times cost per line as indicated under rates. For example, if you run a five line ad for five days, total cost is \$4.00 (80¢x5). Or a two line ad for three days costs \$1.20 (60¢x2). Minimum cost for an ad is 60¢.  
5. \_\_\_\_\_  
Number of lines \_\_\_\_\_

**The men of**  
**Theta Xi Fraternity**  
**invite you to**  
**RUSH**  
**3.2 overall required**  
**April 17, 18, 19**  
**8:00-11:00 p.m.**



FRANK SCHMITZ

## SIU Athletes Venture Far, Only One Team on Idle List

The spring varsity sports teams are in full swing this weekend, with only one team idle.

The tennis squad will be here today to face Northwestern University, traditionally considered one of the top teams in the nation.

Coach Joe Jutz's baseball team will be in Jonesboro, Ark., to face Arkansas State.

Both gymnastics teams are at the Air Force Academy for the USGF open meet in Colorado Springs.

The track squad, hampered by injuries, may do well at the Triangular Meet at Manhattan, Kan., if several key men are hale by now.

The Saluki trackmen will face Oklahoma University and Kansas State.

The golfers are idle over

## Today's Weather

Partly cloudy today with only minor temperature changes with the high around 60. The record high for this date is 87 set in 1924 and the record low of 25 was set in 1928 and 1962.

## Second Round of Meet

# Gymnasts Compete in Colorado

The men's and women's gymnastics teams are in Colorado today competing in the second round of the United States Gymnastics Federation open meet.

The event, held at the Air Force Academy, brings together the top amateur gymnasts in the country. It is the only time during the year that both men's and women's teams from the University compete in the same meet.

Both the men's and women's teams are the national champions for their respective sex but the competition at the Academy will probably be tougher than in their previous meets. One reason is that the competition is not limited to college students. Therefore, the SIU teams will be up against a number of Olympic hopefuls.

Southern's men's team for instance, is taking along assistant coach Rusty Mitchell, a former Olympian. Mitchell and Fred Dennis will be the only SIU males competing in the all-around.

Unlike the national meets, the competition is like the Olympics in that there is no team scoring, but only individual honors.

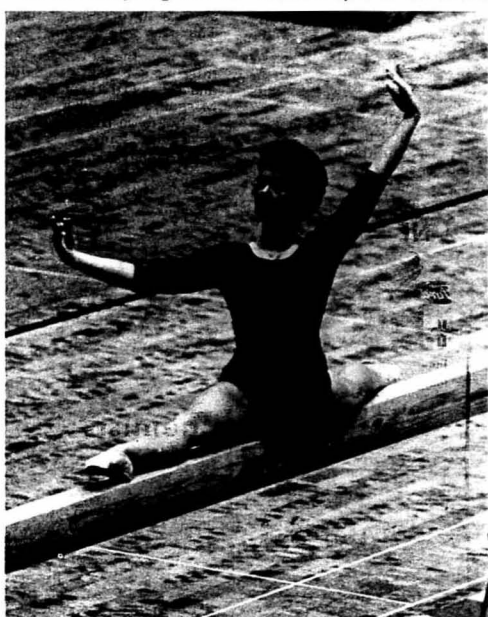
Coach Bill Meade thought this might take some of the tension off his men since they need not have their eyes on team points.

Also because of the number of entrants, which Meade estimates to be from 200 to 300 in the men's division, the open will be a test of endurance as much as ability.

Making the trip for the men's team, in addition to Mitchell and Dennis, will be Frank Schmitz, a double winner at the NCAA championships, Brent Williams, Dale Hardt, Hutch Dvorak, Stan Zdunek, Steve Whitlock, Mike Boegler and Joe Palozzolo. Women competing will be

Donna Schaezner, Irene Haworth, Janis Dunham, Linda Scott, Judy Wills, Nancy Smith, Sue Rogers and Judy Dunham.

Miss Rogers and Judy Dunham are making the trip in place of Gail Daley, who was injured during the recent women's open at the Arena.



IRENE HAWORTH

# DAILY EGYPTIAN CLASSIFIED ADS

The Daily Egyptian reserves the right to reject any advertising copy. No refunds on cancelled ads.

## FOR SALE

1961 Ford Falcon 4 dr. sedan, good condition, \$470 or best offer. Call Barbara at 3-2441 before 5 p.m. 138

1965 Ducati, 250cc., \$495. Call 9-7066. 150

'65 BSA Hornet, perfect. Dennis Cloyd, University City 3-211, 602 E. College. 152

1962 Cushman Husky Highlander 8hp. Good condition, \$100. 549-3989. 153

1959 Plymouth, 4 dr., gray, mech. o.k., \$150. Call Bill Thompson WY2-2551. 154

New Smith-Corona electric portable. Full carriage, \$200. 1965 new G.E. portable TV, 16 in. screen, \$100. 1957 BSA, 250cc., \$250. Call 9-2902. 162

1955 Pontiac, 2 dr. HT, new paint and seat covers. Very clean, runs well. If interested call 985-3235 after six. Must sell. Excellent condition. 164

Honda 50cc., 1965, 1000 miles. Call 457-8045, Kathy Smith. 166

Lambretta 200cc., windshield, spare tire, rack. Call 549-3974 or see it on the cycle lot at U. Center. 168

13 ft. Shasta camper trailer. Reasonable. 1331 Maple, Murphysboro, call 684-3872. 171

1964 Suzuki 80cc. trail bike, newly overhauled, low mileage, \$49-3619. 174

1965 Honda 50cc. Sport. Ph. 9-1992 or ask at Chateau after 6. Excellent condition. A real bargain. 175

1961 Matchless AJS Scrambler, 500cc. Inquire Terry Anderson, 106 Small Grp. Housing, after 2 p.m. 178

1960 Renault Dauphine. 33 mpg. 2 new tires & battery, engine recently overhauled. \$100. 457-6024. 179

Classic green TR-3. Wires, new engine. See at Litton's 66. \$475. 180

Men's shoes 11 1/2A. Call 7-6662. 183

Used bullet moulds, 8mm movie outfit. Jim Hill 3-2072 or 9-3732. 185

1965 CB 160 Honda. Graduating June so must sell for \$450 or best offer. Phone 3-3440 after 7:00 p.m. 187

Golf clubs and other equipment never used, in plastic covers. Will sell at 50% off. Call 7-4334. 189

Bicycle. Good shape, 3 baskets, \$30 or best offer. Betsy, 103 N. Poplar. 191

1964 Super Sport, 327 cub., call Al 457-5011. New tires. 193

1962 Triumph 500cc. competition. \$450 or best offer. Ph. 457-7891. 196

1956 Ford six cyl. 65,000 actual miles. \$100. Runs good. Call Rod Kelly 549-1086, 1003 Whitney St. 198

1958 Brigstone, low mileage, excellent condition. See Greg at 116 S. Group Housing or call 453-3194. 199

1966 Suzuki 150 Super Sports, 1800 miles. Warranty. \$450. 682-1462. 200

64 Honda 150, exc. cond., red, Barnett clutch, reasonable. Keith, 453-4131. 202

Yamaha VDS3 5 speed 250cc. 1966, just like new. Beautiful candy apple blue. Sacrifice. 7-4328 evenings. 206

4,000 B.T.U. air conditioner, 3 years old, \$35. Call 7-2845. 203

## FOR RENT

Student housing—brand new, elegant, adjacent to campus, minutes to library. Spacious 2-floor suites, huge bedrooms for 2 to 3 students; complete kitchens, private bathrooms, individual study lounges. Air conditioning, wall to wall carpeting, commissary in building where lunches and dinners may be purchased—no meal tickets required. Reasonably priced. Ultimate in luxury—for information call 457-5247, Wall Street Quadrangles. 123

Be Batman cool, look forward to a summer of air conditioned comfort. Reserve your apt., trailer, or house and have first selection with option for next Fall. Village Rentals, 2-4144 or see us at 417 West Main. 159

Trailer 2 miles south. 2 bedrooms. \$72 mo. plus utilities. \$20 deposit. Nice shade. Ready now. Ph. 549-2592. 184

Girls' Summer contracts in modern air-cond. dorm, available with or without meals. Call 7-4300. 194

Three-room furnished apt. in a home. Quiet neighborhood, completely furnished, and new decorated. Call 684-6951. 195

## SERVICES OFFERED

Expert typing. Call 684-2856. 56

Thinking of how to get your things (and your cycle) back to Chicago? Watch this space for exciting news! 156

Tap dancing, ballet, figure control. Classes available to meet everyone's schedule. Jonova Dance Studio, 211 1/2 S. Illinois. 457-6668 after 12 p.m. 192

## HELP WANTED

Wanted: female student to assist handicapped student in daily living activities summer and/or fall. Share TP room. \$150 monthly. 3-3484. 163

Female student to help disabled female student in living activities fall quarter. Must share T.P. room. Excellent salary! Call 3-3477. 186

## WANTED

Licensed Practical Nurse, steady employment, attractive salary, living accommodations available, many benefits. Write Superintendent, State Reformatory for Women, Dwight, Ill. 60420. (Phone 815-584-2806) 188

One male to share unsupervised apt. at 616 S. Washington Apt. 10. Will sell or trade contract with anyone. See 1 p.m.-8 p.m. Fritz Krause. 197

Sailing expedition, Caribbean, share adventure, expense: Airmail, to Yate, Fairwinds Club, Pesca, Cartagena, Colombia. 201

## PERSONAL

Beautifully decorated birthday cakes. Free delivery. Call 7-4334. 190

## FOUND

Labrador retriever, about 4 months. Call 7-4990 after 5:30 p.m. 205

## LOST

Fraternity pin lost near U. Schol Monday. Call 549-1481. Reward. 208

## Reserve Your APARTMENTS TRAILERS HOUSES

For Summer Term!

"Live in Air-Conditioned COMFORT"

Village Rentals Ph. 457-4144

See Page 14 to use your Selective Seller!

Daily Egyptian classified

No other medium exists that penetrates and persuades as effectively, efficiently, inexpensively and consistently as your NEW Daily Egyptian classified.



# Three to Give Socio-Economic Talks Today

R. Buckminster Fuller, Anatol Rapoport and David Bazelon will be featured speakers at today's sessions of the Conference on Socio-Economic Integration, which began Friday Night with a lecture by Seymour Melman.

The conference, sponsored by the SIU chapter of the Students for a Democratic Society, is designed to give about 300 conferees an opportunity to hear a description of an accurate conceptual model of the world.

At 11 a.m., Fuller, professor of design and comprehensive anticipatory design sci-

entist, will give a pretaped lecture followed by live questions in Muckelroy Auditorium of the Agriculture Building. Rapoport, whose lecture will be relayed by telephone, will speak at 2:30 p.m. in Muckelroy Auditorium of the Agriculture Building.

He is a research mathematician and game theoretician who has worked with the relationships, causes, effects and implications of mathematics.

Bazelon, author of "The Paper Economy," will give a lecture at 7:30 p.m. He is a

comprehensive analyst of economic behavior in government and business (the public and private corporations).

Linus Pauling, who has won Nobel Prizes in chemistry and peace, will give a tele-lecture at 1:30 p.m. Sunday. Pauling is active in peace demonstra-

tions and advocates disarmament and atomic energy control.

H. F. Perk, instructor in design, will give a lecture at 6:30 p.m. Sunday. Perk was originally scheduled to give the opening address.

Melman, author of "Our Depleted Society," gave the opening lecture Friday night.

Students not able to pay the registration fee may still attend the conference by checking at the registration desk before the first session, according to Patrick Hare, conference coordinator.

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Carbondale, Ill. Saturday, April 16, 1966

## Senate Acts On 3 Issues After Debate

The Campus Senate acted on three important issues after lengthy debate and a veto by student body president George Paluch in a marathon session Thursday night.

The operating paper for student government, which has been under consideration since the administration announcement of the one-university concept, failed to pass.

The move to defeat the motion was led by Bill Moore, who read an opening statement against the paper. Several votes were taken as senators abstained and then changed their abstentions. Final vote was 13 to 4 with one abstention. Fourteen votes were needed to carry.

Paluch vetoed Sen. Davis Wilson's reapportionment bill, which would have divided Carbondale into four geographical Senate districts.

He gave these four reasons for vetoing the bill:

1. It does not allow for specific, large residence units to be adequately represented.

2. A system of representative districts would be unwieldy and cumbersome because of migration by students between these sectors and would tend to destroy student interest in their own senatorial districts.

3. Because of the migration between sectors, adequate and up-to-date population density maps would not be readily available.

4. Adequate voting lists could not be compiled, and/or maintained.

Paluch's proposal for apportionment introduced by Sen. Bard Grosse called for recognition of "definable units."

The proposal, which was sent back to committee, stated that the lower limit for consideration of a complex as a definable unit shall be approximately 450 resident stu-

(Continued on Page 12)

## 1,000 Prep Participants to Vie In State Music Contest Here

About 1,000 high school students from 31 schools will be on the SIU campus Saturday for the last half of the Area 5 state music contest. The first round for Class A and C schools was held March 12. In the Class A competition, soloists and ensembles from schools with 551 to 1,500 enrollment will be judged. In Class C, bands and choruses from schools with 151 to 235 enrollment will compete.

The state is divided into five sections. The schools of a section only compete with



SUSAN K. GREEN

Sophomore Reigns

## Susan Green Wins Title Of Miss Thompson Point

Susan K. Green, 19-year-old sophomore from West Frankfort, danced her way into the No. 1 spot in the Miss Thompson Point contest.

She will compete in the Miss Southern contest May 7.

Runners-up were 19-year-old Gay Usher, freshman from Chester who is majoring in physical education, and 19-year-old Mary Anne Porter, sophomore from Blue Island who is majoring in English.

Miss Green, a physical education major, performed a modern dance and free exercise to the theme from "The

Spy Who Came in From the Cold" in the talent competition, 8 p.m. April 11, in Lentz Hall.

In the fashion show, April 12, she modeled a pink and white one-piece swimsuit, a white suit and a pink floor-length formal accented with white lace.

Her special interests are sports, especially swimming and basketball.

Judges for the event were Herbert A. Hoover, resident counselor at Warren Hall; Ralph D. Johnson, SIU student and Saluki basketball player; Samantha Ridley, clothing and textiles; and Fredric Zook, resident counselor at Steagall Hall.

Judges interviewed the eight contestants April 13. The girls were asked questions on the world situation, Viet Nam, campus life and personal character.

At the coronation in Lentz Hall, Miss Green received her crown, a dozen red roses and a silver charm engraved with "Miss TP-1966."

The presentations were made by John R. Anderson, chairman of the Thompson Point social programming board. The Miss Thompson Point contest was sponsored by the social programming board.

## Papers Advised To Be Leaders News Trends Outlined

Because of the population boom and the other changes in the world, newspapers are faced with an awesome commitment and must delve deeper for the meaning and an understanding of world events, Paul V. Miner said Friday night at the Journalism Banquet.

"Newspapers must become the force that combines reason and resources to examine the problems of the world, contribute to understanding, and then

newspapers must provide courageous leadership in the research for solutions," Miner told the audience in the Ballroom of the University Center.

Miner, assistant to the president of the Kansas City Star, stressed that "nothing is more misleading than the unrelated fact."

He said that "background, surrounding circumstances, prior events and motivation" must all be included in news stories.

He also pointed out that newspapers face the job of in-depth reporting since most people first hear news breaks over television or radio.

Because half of more than 80 million adults who read the newspapers have had a high school or college education, the public wants to know more and is interested in better editorial material, Miner said.

Besides the population explosion, Miner cited other world problems, including a high rate of crime and a tolerant attitude toward crime, an increase in personal liberty and easy morals and the encouragement of followers rather than leaders.

Other causes of concern, he said, are inflation, atomic war escalation, problems of the aging, racial troubles and medical care.

We are living in "a time in which the nations of the world spend about \$200 billion a year on war preparation and cannot agree on a path to peace," Miner stated.

The problems of today are "typical of the challenges that

(Continued on Page 12)

## Gus Bode



Gus says what this school needs is a conference every once in a while to listen things up.